

Customer Profile

GENESEE MEDICAL GROUP

The Baseline

Genesee Medical Group (GMG) is a well-established practice serving the San Diego area since 1984. The healthcare market in the metro San Diego area is extremely competitive, much like it is in many cities across the country. Consolidation amongst the area hospitals as well as the medical practice community continues to grow and evolve.

GMG knew early on that they wanted to remain independent. To do so they realized they needed to offer services and solutions similar to that of the larger groups. They also needed to "act" like the bigger practices, and implement the services and solutions that enable them to run more efficiently, both within the practice as well as patient-facing. But one thing they didn't want to change was the level of quality care and the personable service that they have been known for.

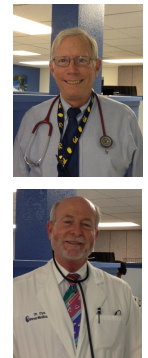
The Process

The foundation for all GMGs technologies started with Centricity PM/EMR, which they implemented in 2005 and 2009. From day one GMG also decided that hosting (aka cloud computing) was going to be more cost effective than housing their own hardware.

In the ongoing effort to provide the highest level of care, and remain profitable, GMG identified the services and solutions that were best suited for their practice and would help streamline the processes throughout the office. One of the first technologies implemented was a Lab interface with Centricity, saving staff time.

The next was Phreesia. "The physicians at GMG have always been ahead of the technology curve and willing to be early adopters. We decided to implement the Phreesia patient engagement solution early on and has since grown considerably. Our patients use it to do self-check-in, remit payments and our back-office uses it to collect signatures" said Alex Rader, Practice Manager.

GMG also implemented a patient portal and have over 50% of their patient base using it. Other services and solutions include a Liaison Lab interface for enhanced results, and an appointment request service called Zocdoc.



GENESEE MEDICAL GROUP

Location: San Diego, California

Specialties: Family Practice, Internal Medicine, Cardiology

Number of Providers: 6

The Result

Because GMG is forward thinking, willing to implement new technologies and interfaces and constantly assessing and improving workflow and processes they have been able to add additional office hours for their patients, opening earlier in the morning and staying later in the evening, as well as adding Saturday hours. "We are committed to taking full advantage of the technology available to us. As a result, we realized we had the ability to offer extended office hours, which in turn grew our patient based and increased revenue" says Rader.

The additional annualized patient hours increased revenue by over \$600,000 and on top of that they were even able to reduce head count by one. "Our business has expanded and we have been able to handle the expansion because of better workflows. Overall, we just come across as being much bigger than we actually are" says Rader.

Finally, GMG is active in the yearly Centricity Healthcare Users Group conferences. They are a great way to make the most of your Centricity investment by attending classes on advanced topics and networking with fellow Centricity users from around the county.

